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A Report on Canadians' Attitudes Toward Foreign Aid

November, 1980

This report was prepared by Adcom Research Ltd. of Toronto, on the basis of a telephone survey of public attitudes carried out across Canada in September and October 1980. It was published by the Public Affairs Division, Canadian International Development Agency, under the authority of the Honorable Mark MacGuigan, Secretary of State for External Affairs.

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A Report on
Canadians' Attitudes
Toward Foreign Aid

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Table of Contents

Purpose	2
Methodology	3
Sample	3
Perspective of the Report	4
I. Perceptions of Problems in Canada and Other Countries	5
The problems facing Canadians	6
The problems facing the world outside Canada	8
The most important problems affecting the world today	10
The three most important problems affecting the world today	12
What are the underdeveloped countries?	14
What underdeveloped countries should we aid?	16
II. Canadian Support of Aid to Underdeveloped Countries	18
Should Canada aid underdeveloped countries?	18
Why aid underdeveloped countries?	20
How are we perceived to be helping now?	22
How should we help?	22
What is most important?	24
A conflict in attitudes?	26
III. The Perceived Benefits of Aid Programs	28
What are the benefits of aid programs to the recipient country?	28
What are the benefits of aid programs to Canada?	30
Views on benefits to Canada	32
Does Canada benefit?	32
IV. Perceptions of the Scope and Effectiveness of Canadian Aid	34
How much do Canadians think is spent?	34
Should aid be increased?	36
Is Canada perceived to be effective in providing aid compared to other countries?	36
How can Canada's aid program be improved?	38
Who is responsible for aid effectiveness? Canada vs. the developing country	40
The "poor" countries' role in aid effectiveness	40
How should Canada run aid programs?	42
Who should play the largest role in aid policy?	44
Would Canadians put restrictions on aid?	46
What kinds of governments should Canada aid?	48
How willing are Canadians to help?	50
V. Awareness of Aid Channels	52
Awareness of specific organizations	52
Perceived main sources of information about world development	56
The most reliable sources of information	56
VI. A Closer Examination of Attitudes to Aid Spending	58
How do the "increasers" view the world today?	60
Why do "increasers" feel Canada should aid underdeveloped countries?	62
A search for an understanding of the population segment who would increase aid spending: multivariate analysis	64
VII. Understanding and Applying the Research	67
A context for future use of the data	67
Appendix: Actual vs. weighted interviews	68

Purpose

Under the guidance of senior staff from the Canadian International Development Agency and the Department of External Affairs, a research study was designed to take a useful approach to discovering the general Canadian public's attitudes toward, and perceptions of, international development assistance.

The following paragraphs are excerpted from the research design proposed by Adcom Research in the summer of 1980.

Headlines such as these have appeared frequently in Canadian newspapers and magazines over the past few years:

Most Canadians Would Put Strings On Foreign Aid

Mismanagement outrages in foreign aid

Third World's number booming

CIDA into guns and out of butter

The print media use type sizes not readily available to others: the preceding statements were originally presented in larger, bold-faced print. Is the prominence of such statements in the media matched by concurring sentiments in the Canadian public?

CIDA, specifically, and foreign aid agencies and programs in general, have been subjected to continuing criticism in the news media for some time.

In addition to noticing negative reporting on efforts to aid the Third World, many feel that coverage of international news *per se* has declined, and that with this decline there is a lessened opportunity to educate the Canadian public on the other side of the aid coin -- namely, the *need for foreign aid*. In one paper on Canadian attitudes toward foreign aid, the author states that events in Rhodesia and South Africa, the Israel-Egypt peace talks, civil war in Lebanon, and Indochinese refugees have received considerable coverage, but that the complex issues of international development haven't, and don't, except perhaps occasionally and spasmodically. The same author states that the "man-in-the street would need (a general awareness) if he is to give general support to the policies (of foreign aid or development)."

In order to provide insight into the awareness *and attitudes* of the "man-in-the-street", the Canadian International Development Agency (CIDA) has suggested conducting public opinion research. This proposal provides a general description of an initial plan for such research to be conducted in the later summer and early fall of 1980.

The study was intended to provide more than a current measurement of awareness of worldwide and Third World issues, foreign aid programs, and agencies. As part of its objectives, the study attempted to test Canadians' awareness of aid channels, types of aid, strengths and weaknesses of current programs, and to discover what changes may be desired. As compared with the *principle* of aid, it was intended to provide insight into attitudes toward existing government or private-sector aid *programs*.

In developing the methodology for this approach, attention was given to the following considerations:

- (i) Where possible, questions were designed to verify the public's perception of an issue as it related to two or more "connected" issues, e.g.
 - (a) attitudes toward arms and war in general,
 - (b) Canada's relationships with, or aid to, warring countries, and
 - (c) attitudes toward the specific warring countries.
- (ii) The research was to be considered a benchmark for future studies: core questions were devised which could be repeated in future studies to monitor changing attitudes, and the methodology was well documented to permit comparability in design of future studies.

Methodology

The methodology and sampling were designed to provide a sound basis for analysis and decisions on a country-wide and regional basis. For this reason extensive pre-testing of the questionnaire, with final approval from CIDA, was required. A random sampling technique was used, rather than a less stringent, albeit more economical, approach.

The interviews were conducted by telephone, under constant supervision, with call-backs to selected respondents, from Adcom's central-location telephone interviewing stations across Canada, in September and October, 1980.

Sample

All respondents were Canadian residents for five years or more, age 18 or older. Males and females were included in their approximate proportions in the population.

A total of 1,034 interviews were conducted, about equally spread among five regions: British Columbia, the Prairie provinces, Ontario, Quebec, and the Atlantic region. Whenever results are shown for Total Canada, weighting by age and sex within regions and by region has been applied to represent each region proportionately in relation to the total population of Canada.

The respondents in the study are referred to as "Canadians" in this report. In fact, the only qualification was residency in Canada for at least five years and, implicitly, the ability to respond in English or French to the questionnaire.

A copy of the questionnaire is available on request. A detailed description of the methodology is included with copies of the detailed computer tables which form the comprehensive data base for this report.

Perspective of the Report

This report describes the key information obtained from the study. Although it provides a fairly comprehensive view of the data, it cannot present all that is now available (contained in the detailed computer tables). There is indeed room for further analyses. In fact, the amount of information collected and the possible number of ways of re-combining and cross-analyzing almost promise that further analyses will occur. Such analyses should enrich understanding of the data and add to the study's potential for practical application -- that is, further work may be quite specifically goal-directed.

I. Perceptions of Problems in Canada and in Other Countries

One of the basic assumptions underlying the very existence of international programs is that conditions are different in parts of the world outside a country which is capable of *giving* assistance.

To confirm Canadians' belief in this difference between Canada and the world outside — and more specifically to gain insight into what these differences are — two questions were asked of different parts of the responding population:*

1. Thinking now just *about Canada*, what in your opinion are the three most important problems or topics facing us?
2. Thinking now just *about countries outside Canada*, what in your opinion are the three most important problems or topics facing us?

*Each question was asked of about half of the respondents to produce two random sub-samples.

The problems facing Canadians (Table 1)

The most important problem, by far, involves some aspect of *inflation or the economy*. Among other possible mentions made, about six out of ten mentioned an inflation/economy-related problem.

A closely-related problem, concerning *unemployment or jobs*, was mentioned by three out of ten.

Mentions relating to *energy/fuel/resources* were also quite frequent.

The other major problems or topic areas were all in some way related to the governing of Canada: *Canadian unity/provincial relations*, *constitution/repatriation*, and *Government/federal instability*.

THE MOST IMPORTANT
PROBLEMS FACING
CANADA

Table 1

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning* ...						
Inflation/financial concerns/the economy	61	66	49	74	54	59
Unemployment/jobs	28	37	20	30	21	43
Energy/fuel/resources	25	23	33	21	25	22
Canadian unity/provincial relations	24	25	35	29	12	23
Constitution/repatriation	17	20	13	15	21	10
Government/federal instability	15	23	18	14	14	12
Labor unrest/strikes/ unions	5	5	6	3	6	6
Crimes/drugs	5	3	8	5	4	5
World war/war	4	1	3	6	5	1
Pollution	4	—	4	3	7	1
Social problems/ prejudice/racial/youth	4	4	2	5	3	6
Poverty/care for needy/ disabled/handicapped	3	4	1	4	1	6
Other problems	14	16	16	14	10	16
None	8	7	9	4	11	10

*Table shows anything mentioned by minimum of 5 per cent in Canada or a region of Canada. Columns add to more than 100 per cent due to multiple mentions by many respondents.

The problems facing the world outside Canada (Table 2)

Although economic matters — *inflation/financial concerns* — are also perceived as problems outside Canada, it is not surprising that many Canadians are aware that others face problems which are not dominant in the list facing Canada: three out of ten mention problems related to *war/hostile countries*; almost three out of ten mention problems involving *food supplies/hunger*; and *poverty* is mentioned by about one in ten.

**THE MOST IMPORTANT
PROBLEMS FACING COUNTRIES
OUTSIDE CANADA**

Table 2

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning*...						
Inflation/financial concerns	31	47	33	33	24	23
War/hostile countries	30	31	45	29	25	26
Food supplies/hunger	26	24	30	26	25	20
Energy/fuel/resources	18	22	21	10	27	17
Political unrest	15	21	20	16	11	13
Poverty	13	4	13	12	22	4
Iranian hostage crisis	13	11	20	13	8	20
Unemployment/jobs	10	16	3	12	8	9
Social problems/ prejudice/racial/youth	5	4	2	6	7	3
Overpopulation	5	7	10	5	1	11
Nuclear weapons/power	5	4	10	6	1	3
Pollution/ecology	3	5	2	5	2	—
Education/literacy	3	1	5	4	3	3
Other problems	29	30	34	39	15	16
Don't know	14	7	6	13	21	24

*Table shows anything mentioned by minimum of 5 per cent in Canada or a region of Canada. Columns add to more than 100 per cent due to multiple mentions by many respondents.

The most important problems affecting the world today (Table 3a)

Ten specific problems or issues facing the world today were presented to measure Canadians' concern about these issues.

What may be termed "traditional" humanitarian concerns are clearly dominant in Canadians' views of world troubles: combining the data from the table shown, *world hunger, the poverty of underdeveloped nations, or refugees around the world* were mentioned as the most important problems by three out of ten Canadians.

War — ongoing or as a threat — is the other major concern: two out of ten perceive *the danger of nuclear war* as the most important problem, and one out of ten perceives *wars now being fought* as most important.

Energy and resource shortages are seen as another major concern: two out of ten feel it is the most important problem.

Although there are some regional variations in the data, the *general* picture of the importance of these issues is similar across the five regions of Canada.

**THE MOST IMPORTANT
PROBLEMS AFFECTING
THE WORLD TODAY**

Table 3a

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent naming first...						
World hunger	21*	24	16	17	25	24
Danger of nuclear war	19	14	23	21	15	22
Energy and resource shortages	17	14	20	20	13	15
Pollution	10	16	9	6	13	5
Wars now being fought	8	10	7	7	10	8
Poverty of under- developed nations	7	3	6	7	6	14
Human rights violations in other countries	5	6	6	5	6	3
Population growth	4	3	4	5	4	2
Refugees around the world	2	2	2	2	1	2
Emergencies caused by natural disasters	2	2	1	3	1	3
Refused to answer/ Don't know	5	6	6	6	6	1

*Some columns may not add to 100 per cent due to computer rounding.

The three most important problems affecting the world today (Table 3b)

From the list of ten specific problems, Canadians were asked to name not just the *most* important, but also the second and third most important problems. The results tend to confirm the observations just made, but add a couple of interesting observations:

- *pollution* gains in importance, moving ahead of *wars now being fought*, on the basis of being mentioned more often as the second or third most important problem.
- there is not a dramatic increase in support for the problems previously ranked lowest in importance, leaving these at the bottom of the list: *population growth, refugees around the world, and emergencies caused by natural disasters*.

**THE THREE MOST IMPORTANT
PROBLEMS AFFECTING
THE WORLD TODAY**

Table 3b

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
World hunger	47	55	43	41	52	52
Energy and resource shortages	40	34	45	42	38	43
Danger of nuclear war	39	39	42	40	34	47
Pollution	35	44	32	41	27	27
Wars now being fought	28	26	26	28	28	32
Poverty of under- developed nations	27	19	24	30	27	32
Human rights violations in other countries	20	20	20	17	24	14
Population growth	12	16	15	11	11	12
Refugees around the world	12	17	12	12	10	13
Emergencies caused by natural disasters	10	6	6	13	9	12
Refused to answer/ Don't know	5	6	6	6	6	3

What are the underdeveloped countries? (Table 4a)

Mentions of countries in Africa and Asia are most frequent when Canadians think of underdeveloped countries. The South — South or Central America — is apparently not as obvious in the context of underdevelopment.

**WHAT COUNTRIES DO
CANADIANS PERCEIVE
AS UNDERDEVELOPED?**

Table 4a

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Countries named, reduced to "regions"...						
Africa	61*	70	66	55	68	47
Asia	60	77	71	56	58	44
South America	20	24	25	17	21	15
Central America	14	17	13	14	15	8
Middle East	8	10	11	6	7	7
European countries	3	2	4	2	4	2
Communist countries	—	1	1	—	—	—
Canada (any provinces)	1	3	1	1	1	1
Other	9	3	8	13	7	7
None	3	1	—	1	4	12
Don't know	11	4	6	16	7	22

*Columns add to more than 100 per cent due to multiple mentions.

What underdeveloped countries should we aid? (Table 4b)

Africa and Asia are again dominant, but there is a substantial proportion of Canadians who say they “don’t know” what countries to aid (29 per cent).

**WHAT UNDERDEVELOPED
COUNTRIES SHOULD
WE AID?**

Table 4b

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Africa	32*	37	22	35	37	18
Asia	26	39	28	24	22	29
South America	10	13	8	8	11	10
Central America	9	8	7	8	13	8
Middle East	2	4	4	1	2	2
European countries	1	—	—	—	2	1
Communist countries	1	1	1	2	1	—
All/any who need it	8	11	9	8	6	10
Canada (any provinces)	7	7	7	10	4	4
Other	8	6	11	11	5	5
None	4	5	5	4	2	6
Don't know	29	15	30	30	32	35

*Columns add to more than 100 per cent due to multiple mentions.

II. Canadian Support of Aid to Underdeveloped Countries

Should Canada aid underdeveloped countries? (Table 5)

Most Canadians feel that Canada does have a responsibility to help with problems outside its own borders. Regardless of region, at least six out of ten agree that Canada should (i) give aid directly to underdeveloped countries, or (ii) send military support in peace-keeping efforts, or (iii) accept refugees from other countries.

**CANADIAN SUPPORT OF
AID TO UNDERDEVELOPED
COUNTRIES**

Table 5

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
<hr/>						
Should Canada...						
Give aid directly to underdeveloped countries?						
Yes	65*	62	67	61	67	73
No	28	33	26	31	28	17
Refused to answer	1	4	—	2	—	—
Don't know	6	1	6	7	5	10
Send military support in peace-keeping efforts?						
Yes	63	64	71	60	61	73
No	31	30	26	33	34	19
Refused to answer	1	3	—	1	—	1
Don't know	5	3	3	6	5	8
Accept refugees from other countries?						
Yes	63	57	72	56	69	66
No	28	32	23	31	25	23
Refused to answer	1	6	1	1	1	1
Don't know	8	5	5	12	5	10

*Some columns may not add to 100 per cent due to computer rounding.

Why aid underdeveloped countries? (Table 6)

Those who feel we should help, not surprisingly, most often volunteer that it is a “moral” responsibility. Among those who approve giving aid directly to underdeveloped countries, about six out of ten mention a “humanitarian” reason.

In fact, the next most frequently voiced reason — that Canada is rich — seems to be a way of saying “We *can* help, therefore we should”, which is closely linked with the humanitarian reasons volunteered.

Interestingly, few (less than 4 per cent) volunteer a self-serving reason involving getting *benefits or trade in return*.

WHY AID UNDERDEVELOPED COUNTRIES?

Table 6

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Percent mentioning...						
Humanitarian reasons	59	57	57	60	59	62
Canada is rich/resources/ technology	29	22	30	38	21	29
Canada will be helped if ever needed	7	7	8	9	3	7
Get benefits/trade in return	4	1	5	4	4	1
Any religious/Christian mention	3	1	5	4	—	7
To stop refugees coming	3	1	1	3	4	2
World/unity/benefits	3	5	4	3	—	1
Prestige for us/make us known/example to world	2	2	1	2	3	6
For peace/promote peace	2	2	2	2	2	3
To stop them from coming to get it	2	1	1	2	3	—
Stop communism	1	1	—	2	—	—
Help ourselves in personal growth	1	2	1	—	1	5
Negative/should not send help	1	1	—	—	2	1
Other	8	4	10	7	8	4
Don't know	2	2	1	—	5	3

How are we perceived to be helping now? (Table 7a)

When Canadians can describe how they feel we are now helping, the most frequent references are consistent with the previously noted motivations involving “humanitarian” reasons: the most frequently *described* assistance efforts are *provision of health care, education, and farm technology/food production*.

A very low level of understanding of current aid programs can be inferred from these results: 70 per cent of the references shown on the table are classed as *Other general*, which included vague references such as “materials”, “equipment”, or “basic necessities”, and two out of ten were unable or unwilling to mention anything at all.

How should we help? (Table 7b)

Assistance to farming and education seem to be the most important activities to many Canadians. Three out of ten mention some type of farming assistance and three out of ten mention some form of educational assistance.

But again, one can infer a relatively low level of understanding of foreign aid — 28 per cent of the references were so vague they are described here as *Other general*, and about two out of ten Canadians were unable or unwilling to name any form of aid that should be given.

HOW IS CANADA NOW SEEN TO
BE HELPING?

Table 7a

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Provision of health care	28*	29	33	30	22	29
Education	22	21	25	17	25	26
Farm technology/food production	21	19	32	19	21	17
Developing industries	15	21	23	18	6	10
Military support	6	3	5	9	4	3
Transportation/ communication	1	1	1	2	1	2
Other general	70	63	75	71	69	67
Nothing/don't know	19	20	12	22	16	29

*Columns add to more than 100 per cent due to multiple mentions by many respondents.

HOW SHOULD WE HELP?
IN WHICH ACTIVITIES SHOULD
CANADA BECOME INVOLVED?

Table 7b

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Farm technology/food production	34*	49	37	34	29	33
Education	31	42	35	24	34	34
Developing industries	20	21	22	20	22	8
Provision of health care	18	36	19	14	13	24
Military support	2	—	4	4	1	—
Transportation/ communication	2	2	3	3	1	1
Other general	28	23	28	31	26	28
Nothing/don't know	23	19	26	24	17	34

*Columns add to more than 100 per cent due to multiple mentions by many respondents.

What is most important? (Table 7c)

*It appears that Canadians now view aid on a very simple level. Farming, education, and health-care references constitute the most important items to half of the population. In fact, this “simple” view is also evident in the relatively high proportion who claim *nothing* or *they don’t know what is most important* (24 per cent).*

**HOW SHOULD WE HELP?
WHICH ACTIVITY IS MOST
IMPORTANT?**

Table 7c

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Farm technology/food production	24*	30	20	27	19	24
Education	21	23	25	16	25	16
Developing industries	8	7	9	9	9	3
Provision of health care	7	8	5	4	10	11
Transportation/ communication	1	—	1	3	—	—
Military support	1	1	2	1	1	—
Other	16	13	13	19	17	12
Nothing/don't know	24	19	26	24	20	35

*Columns add to more than 100 per cent due to multiple mentions.

A conflict in attitudes? (Tables 8 and 9)

This “simple” view of aid is apparent in the majority’s (70 per cent) agreement that “Canadian aid should go mainly to meet basic human needs of poor people, such as food, health, and education” (Table 8). A puzzling conflict is apparent, however, in the belief of many Canadians that the main priority of the aid program should be “helping developing countries become more self-reliant” (Table 9). In fact, support for the notion of “building self-reliance” (54 per cent) is twice as strong as support for setting the *basic needs of poor people* (25 per cent) as the aid program’s main priority.

One may hypothesize a possible answer to this apparent conflict: that Canadians are motivated *initially* to help satisfy *basic needs* (an emotionally-based response) but have an underlying long-term goal (rationally-based) of helping underdeveloped countries find their own solutions.

**SHOULD CANADIAN AID
GO MAINLY TO MEET
BASIC NEEDS?**

Table 8

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
Canadian aid should go mainly to meet basic human needs of poor people, such as food, health and education	60	10	3	26	—	1
	70		29			

**THE MAIN PRIORITY OF
THE AID PROGRAM**

Table 9

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning as main priority of aid program ...						
Helping developing countries become self-reliant	54*	69	65	55	41	52
Building Canadian trade	28	22	22	28	32	25
Basic needs for poor people	25	14	15	29	29	27
Increasing Canada's political influence	4	4	3	6	2	—
Other	1	1	3	2	—	1
Don't know	3	1	4	3	4	4

*Columns add to more than 100 per cent due to multiple mentions.

III. The Perceived Benefits of Aid Programs

**What are the benefits of aid programs to the recipient country?
(Table 10)**

Following the pattern of their thoughts on what kind of aid should be given, Canadians frequently mention *increasing independence/self-sufficiency* as a benefit of aid to underdeveloped countries — roughly two out of ten mention it. *Education* is also mentioned, as are the basics of life in terms grouped under such categories as *food/clothing, improved standard of living, survival, health/medical aid, and agricultural/farming*.

An earlier observation that Canadians' view of aid may be either unsophisticated or incomplete is reinforced by the finding that a full third of them indicate that they *don't know* what benefits the recipient country receives from aid programs.

**PERCEIVED BENEFITS TO THE
THE RECIPIENT COUNTRY**

Table 10

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning ...						
Increased independence/ self-sufficiency	19*	24	22	18	17	15
Education	13	17	21	14	8	10
Food/clothing/basics of life	12	9	15	16	7	14
Improved standard of living	9	14	10	12	4	10
Financial benefits	7	3	6	10	6	6
Technology/training	7	7	11	7	3	9
Health/medical aid	5	4	6	8	2	10
Better chances for future	5	7	3	3	7	1
Survival	4	4	5	3	6	7
Agricultural/farming	4	3	6	2	6	3
Increased productivity/ efficiency	4	5	5	3	2	3
Trade benefits	3	5	6	3	1	4
Jobs	2	2	2	3	2	—
Other positive	2	4	—	1	2	2
Negative mentions	2	3	2	1	2	1
Don't know	34	25	26	35	37	40

*Columns add to more than 100 per cent due to multiple mentions.

What are the benefits of aid programs to Canada? (Table 11)

Underlying their “humanitarian” motives, it seems that some Canadians have a self-serving interest in aiding underdeveloped countries. Among those who feel that Canada benefits from development programs the following categories of benefits are mentioned: helps trade/exports/business/jobs (28 per cent), Canada will be helped if ever needed (12 per cent), and financial advantages (6 per cent).

Considering that there is some duplication of these responses, it can nevertheless be stated that among those who believe we benefit, at least three out of ten feel it's a current or future *economic benefit*. Interestingly, this is somewhat more frequently mentioned than *humanitarian or moral satisfaction* (17 per cent).

**PERCEIVED BENEFITS TO
CANADA**

Table 11

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning ...						
Helps trade/exports/ business/jobs	28*	24	36	27	27	25
Humanitarian/moral satisfaction	17	15	10	24	13	20
Promote ties/relations with Canada	17	19	22	17	11	16
Pride/image/prestige	13	24	14	13	6	13
Canada will be helped if ever needed	12	9	14	15	10	11
Education/their culture/ learn from them	9	8	16	11	3	9
Financially/financial advantages	6	6	7	6	7	3
Promote peace	6	4	6	10	2	2
Stop refugees coming here	1	3	1	1	1	1
Other positive	1	3	—	2	1	2
Negative mention	1	1	1	—	1	—
Don't know	17	12	9	13	27	23

*Columns add to more than 100 per cent due to multiple mentions.

Views on benefits to Canada (Table 12)

There is further evidence of interest in reciprocal benefits from Canada's international development programs: 80 per cent feel that Canada can enlarge markets for its exports; 53 per cent feel that Canada should get a guarantee that money will be spent on Canadian-made products; and 46 per cent feel that Canada usually gets too small a business return from its aid to underdeveloped countries.

Does Canada benefit? (Table 13)

Most Canadians (72 per cent) agree that Canada benefits from its international development programs. There is some indication that this belief is not very strongly held, however, for only about one-quarter claim to agree "strongly".

**VIEWS ON BENEFITS
TO CANADA**

Table 12

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
Canada can enlarge markets for its exports by helping poorer countries develop their economies	47	33	10	5	1	5
	80		15			
When Canada lends or gives money to a country, it should get a guarantee that the country will spend that money on Canadian-made products	35	18	24	20	—	3
	53		44			
Canada usually gets too small a business return from its aid to underdeveloped countries	25	21	20	12	—	22
	46		32			

DOES CANADA BENEFIT?

Table 13

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent agreeing that Canada benefits ...						
Agree strongly	25	24	25	27	24	24
Agree moderately	37 — 72	39 — 74	42 — 78	35 — 71	36 — 68	30 — 69
Agree slightly	10	11	11	9	8	15
Disagree slightly	5	5	5	5	3	4
Disagree moderately	8	7	5	8	12	6
Disagree strongly	4	4	3	4	5	5
Refused	—	—	—	1	—	1
Don't know	11	10	9	11	12	15

IV. Perceptions of the Scope and Effectiveness of Canadian Aid

How much do Canadians think is spent? (Table 14)

There is evidently little understanding of the size of the current aid budget. Although there are regional variations in the estimates made, about four out of ten across Canada claim they don't know, and another three out of ten feel that the budget is less than \$10 million. Only a few estimate that it is \$1 billion or more.

HOW MUCH IS THE CANADIAN
GOVERNMENT SPENDING PER
YEAR?

Table 14

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent mentioning ...						
Under \$1 million	14	11	13	14	16	14
\$1 million to \$9.9 Million	17	12	18	14	23	13
\$10 million to \$99 million	9	12	12	10	8	9
\$100 million to \$999 million	7	12	7	6	5	8
\$1 billion to \$1.5 billion	3	5	4	2	1	3
\$1.6 billion or more	3	2	3	4	1	1
Unspecified millions/ billions	4	5	3	3	4	3
Percentage of unknown, or expressed as less than .4 per cent of budget or G.N.P.	4	2	3	5	3	4
Refused	4	1	1	6	3	2
Don't know	37	37	37	36	36	44

Should aid be increased? (Table 15)

Among those who estimated the size of the Canadian government aid budget, about seven out of ten in Canada feel that it should either be increased or remain the same: 35 per cent believe it should be increased, and 34 per cent believe it should remain the same. The strongest support for *increasing* the budget is found in Quebec (49 per cent), with the Atlantic region also showing more support than other regions.

Is Canada perceived to be effective in providing aid compared to other countries? (Table 16)

The majority — eight out of ten — feel that Canada’s aid is average or better than average.

SHOULD AID BE INCREASED,
DECREASED, OR ENDED?

Table 15

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent of respondents who estimated an amount spent on aid, and who feel their estimated amount of money should be ...						
Increased	35	27	32	27	49	39
Kept the same	34	39	34	33	32	39
Decreased	15	18	14	19	9	9
Ended	5	9	6	5	3	7
Refused	2	1	2	4	—	—
Don't know	9	6	12	12	7	6

COMPARED TO OTHER
COUNTRIES, HOW EFFECTIVE
IS CANADA'S AID?

Table 16

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent who think Canadian aid is ...						
Better than average	31	32	33	33	27	30
Average	50	48	47	45	58	53
Worse than average	7	9	11	8	4	7
Refused	1	1	1	—	1	—
Don't know	11	10	8	14	10	10

How can Canada's aid program be improved? (Table 17)

Among those who rated Canada's aid program compared to other countries, there is very little ability to describe what could be improved: about four in ten claim they don't know what could be improved, while about one in ten claims "nothing" can be improved. There is some suggestion that "control" of aid could be improved, but even these mentions are relatively infrequent.

**HOW CAN CANADA'S AID
PROGRAM BE IMPROVED?**

Table 17

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent of those with an opinion on effectiveness of Canadian aid who suggested ...						
Any mention of more money	11	9	11	14	11	9
Any mention of more people/staff, etc.	11	8	14	14	8	4
Make sure aid gets to intended receivers/fewer middlemen	10	10	10	14	8	6
Any mention of improving control/supervision of aid	8	11	6	11	6	6
More technical help	5	5	4	3	9	3
Everything/anything	5	7	5	5	3	8
Any mention of more food	4	3	2	3	7	4
Any mention of more medical aid	4	1	4	3	5	4
More information for Canadians on what is being done	3	7	1	3	2	2
Other	10	6	13	15	6	8
Nothing	8	9	7	12	3	10
Don't know	36	34	41	26	43	47

Who is responsible for aid effectiveness? Canada vs. the developing country (Table 18)

Most feel that both Canada and the developing country are responsible for the over-all effectiveness of aid programs (60 per cent).

The “poor” countries’ role in aid effectiveness (Table 19)

Despite strong support for the notion that Canada and the developing country should both be responsible, there is evidence of a lack of faith in the “poor” countries’ effectiveness. Four out of ten disagree that the poor countries are “generally making their best effort to develop themselves”. Eight out of ten agree that “most foreign aid never reaches the poor because of bureaucracy and corruption in the recipient country”.

WHO IS RESPONSIBLE FOR AID
EFFECTIVENESS?

Table 18

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent who claim responsibility for over-all aid effectiveness lies with ...						
Canada	18	16	18	25	12	16
The developing country	11	7	7	12	13	10
Both	60	71	65	51	64	60
Other	2	1	1	1	2	1
Refused	—	—	—	—	—	1
Don't know	9	5	9	11	9	12

POOR COUNTRIES' ROLE IN
AID EFFECTIVENESS

Table 19

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
The poor countries are generally making their best effort to develop themselves	23	26	21	23	—	7
	49		44			
Most foreign aid never reaches the poor because of bureau- cracy and corruption in the recipient country	46	31	12	4	1	7
	77		16			

How should Canada run aid programs? (Table 20)

Canadians, it seems, are divided in their opinions of how best to run aid programs, in terms of (i) Canadian government involvement, and (ii) the involvement of international agencies.

About five out of ten agree that “the Canadian government should be less involved in running aid programs, and instead should finance volunteer organizations.” About five out of ten agree that “Canadian aid should go directly to developing countries, not through international agencies such as the United Nations and the World Bank”.

HOW CANADA'S AID SHOULD
BE ADMINISTERED/FUNDED

Table 20

Total Canada: percentage who						
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
The Canadian government should be less involved in running the aid programs and instead should finance volunteer organizations	[20 26] 46		[27 17] 44		—	10
Canadian aid should go directly to developing countries, not through international agencies, such as the United Nations and the World Bank	[32 19] 51		[19 14] 33		2	16

Who should play the largest role in aid policy? (Table 21)

Despite signs of uncertainty regarding the government’s role versus the role of volunteer organizations in *running aid programs*, when presented with a list of groups, the majority of Canadians indicate that some federal body should have the largest role in *determining aid policy*.

**WHO SHOULD PLAY THE
LARGEST ROLE IN AID POLICY?**

Table 21

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent who feel the following should play largest role in aid policy ...						
The Department of External Affairs	20	20	19	23	16	20
The Cabinet in Ottawa	8	10	4	7	8	15
The Canadian International Development Agency	22	21	16	18	31	17
The Parliament in Ottawa	22	20	24	21	21	26
Citizen groups	8	12	11	8	6	7
The provincial government	7	9	12	3	7	7
Refused	—	1	1	2	—	—
Don't know	13	7	13	18	11	8

Per cent who feel the following should play the smallest role in aid policy ...						
The Department of External Affairs	5	4	4	6	7	6
The Cabinet in Ottawa	12	10	16	13	9	12
The Canadian International Development Agency	4	4	2	6	1	3
The Parliament in Ottawa	8	7	7	6	10	6
Citizen groups	19	21	15	18	21	22
The provincial government	32	38	30	31	31	31
Refused	—	—	1	1	—	1
Don't know	20	16	25	19	21	19

Would Canadians put restrictions on aid (Table 22)

It is clear that Canadians would *not* deny aid to countries suffering from overpopulation, and it seems that most Canadians *would* refuse aid to countries whose governments violate human rights, but there is no clear picture on the effect of certain other issues. Only five out of ten would refuse aid if the country were involved in war, and about four out of ten agree that we should give military aid to poorer countries. Only four out of ten agree that we should concentrate on aiding just a few developing countries. Almost six out of ten would refuse aid to a country if we don't "agree with its kind of government".

WOULD CANADIANS PUT
RESTRICTIONS ON AID?

Table 22

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
Canada should not give aid to countries suffering from over-population	[8 14] 22		[27 44] 71		2	5
Canadian aid should not go to countries whose governments violate human rights	[39 22] 61		[21 11] 32		1	7
Canada should refuse aid to a developing nation if that nation is involved in war	[34 17] 51		[17 20] 37		1	10
Canada should give military aid to poorer countries	[24 17] 41		[20 31] 51		—	7
Canada should concentrate its aid on just a few developing countries	[18 25] 43		[27 23] 50		1	6
Canada should give aid to a country even if we don't agree with its kind of government	[16 21] 37		[22 34] 57		—	8

What kinds of governments should Canada aid? (Table 23)

Further direct questions on the topic of restrictions on aid revealed that there is substantial disagreement with sending aid to countries whose governments are either *undemocratic*, *socialist*, *military*, and most notably, *communist*.

**WHAT KINDS OF GOVERNMENTS
SHOULD CANADA AID?**

Table 23

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
<hr/>						
Per cent who feel Canada should give aid if the country's government is ...						
Democratic						
Yes	80	86	83	78	80	78
No	10	7	7	10	13	8
Don't know	10	7	10	12	7	15
Undemocratic						
Yes	46	49	52	47	41	45
No	38	35	32	36	47	35
Don't know	16	17	16	17	12	21
Military						
Yes	36	29	33	37	39	35
No	51	56	53	51	50	45
Don't know	14	15	15	12	12	20
Socialist						
Yes	46	47	43	43	52	39
No	40	36	41	41	41	40
Don't know	14	17	16	16	8	22
Communist						
Yes	30	27	29	29	35	27
No	59	60	58	61	56	63
Don't know	11	14	13	10	9	11

How willing are Canadians to help? (Table 24)

In view of some evidence of “self-serving interest”, how willing are Canadians to help? Most (75 per cent) agree that they are “personally concerned about the future of developing countries”. A majority, six out of ten, also agree that it is “just as important to help people in underdeveloped countries as it is to help people here in Canada”.

Caution is shown, however, in the agreement by seven out of ten that “a supporting country, such as Canada, should think about its own economy before it thinks about increasing aid to others”. In addition, there *is* some lack of support for taxed (involuntary) versus voluntary support of aid: only four out of ten agree that aid money should come from tax dollars, rather than from donations to volunteer organizations.

WILLINGNESS TO HELP

Table 24

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
You are personally concerned about the future of developing countries	[33 42] 75		[15 6] 21		—	4
It is just as important to help people in underdeveloped countries as it is to help people here in Canada	[35 23] 58		[13 26] 39		1	3
A supporting country, such as Canada, should think about its own economy before it thinks about increasing aid to others	[45 24] 69		[16 12] 28		—	2
Aid money should come from tax dollars not from donations to volunteer organizations	[17 23] 40		[23 28] 51		1	9
Canada should, instead of spending money aiding underdeveloped countries, let them sell more to us	[25 30] 55		[17 20] 37		—	8

V. Awareness of Aid Channels

Awareness of specific organizations (Tables 25 to 28)

Not surprisingly, the long-established non-governmental organizations are best known. CIDA is volunteered, as a known Canadian organization which provides aid, by only 6 per cent of Canadians. It is best known in Quebec (Table 25).

When CIDA or the Canadian International Development Agency is named to Canadians, about five in ten claim to have heard of it (Table 26a). However, this apparent awareness of CIDA must be questioned in view of two observations: (i) 52 per cent of those who claim awareness of CIDA also claim awareness of a fictitious organization called COA (Canadian Overseas Assistance Agency — Table 26b). (ii) A substantial proportion claim no knowledge of CIDA's objectives (55 per cent — Table 27).

In fact, most Canadians feel that they are not being well informed about what Canada is doing for underdeveloped countries. Only three out of ten agreed that they were being well informed (Table 28).

AWARENESS OF SPECIFIC ORGANIZATIONS

Table 25

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent voluntarily mentioning ...						
Red Cross	27*	40	29	28	19	26
Unicef	26	36	35	25	19	20
CARE	19	29	18	22	11	19
Churches	13	17	26	11	3	21
Oxfam	12	7	10	6	23	8
CUSO	11	9	17	7	13	10
Salvation Army	6	8	7	9	—	8
CIDA	6	3	4	3	12	2
United Appeal	5	17	3	6	3	3
Foster Parents/Foster Parents Plan	3	6	3	5	—	4
Cansave/Can Save The Children	3	1	4	5	—	2
Don't know/Refused	27	14	18	31	32	32

*Any mention of 5 per cent or more is shown. Columns do not add to 100 per cent due to multiple mentions.

**AWARENESS OF CIDA/
CANADIAN INTERNATIONAL
DEVELOPMENT AGENCY**
Table 26a

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent aware of ...						
CIDA/Canadian International Development Agency	48*	49	59	42	48	53

*Table represents total unaided CIDA awareness plus aided awareness of CIDA or Canadian International Development Agency.

**AWARENESS OF "CANADIAN
OVERSEAS ASSISTANCE
AGENCY"**
Table 26b

Per cent of those who claim awareness of CIDA who also claim to be aware of COA/ Canadian Overseas Assistance Agency*	52
--------------------------------------------------------------------------------------------------------------------------	----

*A fictitious organization.

THE OBJECTIVES OF CIDA

Table 27

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Per cent naming objective ...						
To help	18	17	19	25	8	26
To help underdeveloped countries	13	15	5	7	24	11
Educational help/ educational program/ grants	10	1	19	6	14	4
To help make other countries self-sufficient	4	7	10	—	5	3
Money/monetary help	1	3	—	—	2	2
Other	3	3	3	5	2	4
Nothing in particular	—	2	—	—	—	—
Don't know	55	53	51	62	51	59

KNOWLEDGE OF AID

Table 28

	Total Canada: percentage who					
	agree strongly	agree somewhat	disagree somewhat	disagree strongly	refused	don't know
You are being well informed about what Canada is doing for underdeveloped countries	[13	19]	[28	35]	—	4
	32		63			

**Perceived main sources of information about world development
(Table 29a)**

Newspapers and television are the major sources of information, not surprisingly. Over half mention these sources.

The most reliable sources of information (Table 29b)

No single source of information is seen as most reliable. Television is mentioned by three out of ten and newspapers by two out of ten, but no other single source was mentioned very frequently.

**PERCEIVED MAIN SOURCES
OF INFORMATION ABOUT
WORLD DEVELOPMENT**

Table 29a

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
Newspaper	56*	63	57	51	61	49
T.V. (general)	51	65	51	37	63	53
Radio	22	24	25	19	23	21
Magazines	11	13	12	7	13	14
News (general)	10	16	13	13	3	7
Media (general)	9	10	13	11	2	6

*Columns do not add to 100 per cent due to multiple mentions. Other miscellaneous mentions, below 5 per cent in Total Canada, were also recorded but not shown here.

**MOST RELIABLE SOURCES
OF INFORMATION**

Table 29b

	Total Canada	British Columbia	Prairies	Ontario	Quebec	Atlantic
T.V. (general)	30*	35	26	25	36	36
Newspaper	21	19	17	22	21	25
Radio	8	6	7	8	7	10
News (general)	5	10	6	5	2	4

*Columns do not add to 100 per cent due to multiple mentions. Other miscellaneous mentions, below 5 per cent in Total Canada, were also recorded but not shown here.

VI. A Closer Examination of Attitudes to Aid Spending

About six out of ten Canadians attempted an estimate of the size of Canadian government spending on international development. As indicated in a previous section of the report, *only* those who gave an estimate of spending, however vague or inaccurate, were then asked whether this amount of money should *be increased, remain the same, be decreased, or be ended*.

Per cent who feel the amount should be ...

Increased	35*
Remain the same	34
Decreased	15
Ended	5
Refused to answer/ don't know	11

*Numbers represent per cent of those respondents who estimated an amount spent on assistance.

Referring back to the total population, the largest single group is that which would not even try to guess the amount Canada spends (about 41 per cent). It is a much larger segment than, for instance, the segment shown which wishes to *increase* the spending (35 per cent), since this is actually about 20 per cent when expressed as a percentage of the total responding population.

The following table, derived from others in this report, shows the approximate sizes of each relevant segment:

Total Canada	
Per cent of total respondents who...	
Refused to answer or didn't know amount of spending	40
Estimated spending and wanted it...	
Increased	20
To remain the same	20
Decreased	10
Ended	3
Refused to answer/ or did not know	7

Despite the dominance of the group which is unwilling or unable to estimate the amount of Canadian spending, a substantial segment is formed by those who *have* an opinion, however vague, about the budget, and *want it increased* (20 per cent). A possible criticism of the interest value of focussing on this segment could be based on our ability to infer from other data that most are very inaccurate or vague in their estimates of the budget. Notwithstanding such a criticism, it is suggested that *in attitude*, this segment is worth inspecting.

How do the “increasers” view the world today? (Table 30)

The segment of the population calling for an increase is much like the general population in terms of which world problems they mention. There are some small directional differences between the “*increasers*” and other segments: less concern over *energy and resource shortages* and *pollution*, and signs of a little more concern over *the poverty of under-developed nations* and *human rights violations*.

**THE MOST IMPORTANT
PROBLEMS AFFECTING THE
WORLD TODAY**

Table 30

	Money spent on aid should* ...				
	Total Canada	Total with opinion	increase	remain the same	decrease
Per cent naming first ...					
World hunger	21	19	23	18	15
Danger of nuclear war	19	20	19	23	10
Energy and resource shortages	17	16	10	20	27
Pollution	10	10	6	13	9
Wars now being fought	8	8	7	10	4
Poverty of underdeveloped countries	7	8	11	5	8
Human rights violations in other countries	5	6	11	5	4
Population growth	4	5	3	4	15
Refugees around the world	2	2	2	1	1
Emergencies caused by natural disasters	2	1	—	—	8
Refused to answer/ don't know	5	6	9	4	—

*The segment stating that aid should be ended is not shown because it is too small to analyze.

Why do “increasers” feel Canada should aid underdeveloped countries? (Table 31)

Again, reasons given for Canada providing aid are similar across the population segments, but there is evidence that the notion of it being justified by Canada’s own good fortune — contained in references grouped as *Canada is rich/resources/technology* — is based more strongly among those who feel that Canada should *increase* its aid spending.

**WHY SHOULD CANADA AID
UNDERDEVELOPED
COUNTRIES?**

Table 31

	Money spent on aid should ...				
	Total Canada	Total with opinion	increase	remain the same	decrease
Per cent mentioning reason ...					
Humanitarian	59	63	61	66	65
Canada is rich/resources/ technology	29	26	34	20	19
Canada will be helped if ever needed	7	6	7	3	6
Get benefits/trade in return	4	4	3	4	10
Any religious/Christian mention	3	2	3	2	—
To stop refugees coming	3	2	4	1	—
World/unity/benefits	3	3	2	4	—
Prestige for us/make us known/ example to world	2	3	3	3	5
For peace/promote peace	2	2	2	—	—
To stop them from coming to get it	2	2	2	3	—
Stop communism	1	1	—	2	1
Help ourselves in personal growth	1	1	1	2	—
Negative/should not send help	1	—	—	1	—
Other	8	9	11	6	14
Don't know	2	1	—	1	1

A search for an understanding of the population segment who would increase aid spending: multivariate analysis

To seek some useful explanation of how the “increasers” segment may distinguish itself on other dimensions, and to develop analytic “tools” appropriate for future analysis of the data, a series of multivariate analyses were begun. At this stage, Discriminant Analysis and AID (Automatic Interaction Detector) have been used.

In all the multivariate analyses attempted, one of the dependent variables was the “increasers” group, the general objective being to develop an understanding of this group based on other variables in the same data set.

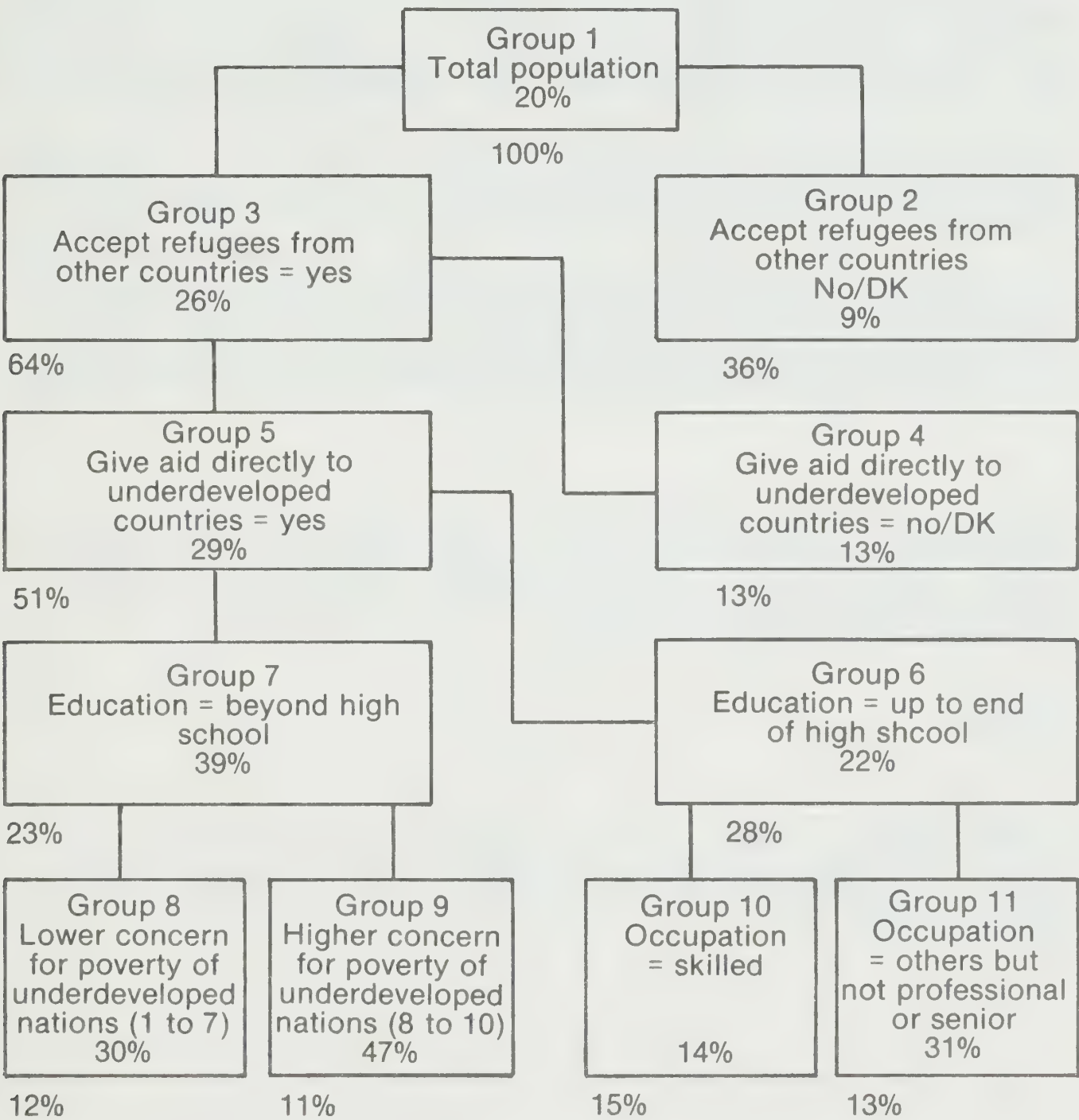
The Discriminant Analysis attempt did not yield useful results: it showed that it would be difficult to determine sets of scales in this data which would “uniquely” determine individuals who would be in favor of aid increasing, remaining the same, decreasing, or ending.

It was then considered appropriate to conduct AID, focussing first on the “increasers” group as the dependent variable. The results are shown below.

AID Results

The independent variables covered a wide range of measurements from the questionnaire: basic demographics, concerns about world problems, attitudes toward Canadian aid, etc.

The final result of the analysis produced the following “tree”.



Key: The % shown in each group represents the proportion of that group who say that Canada’s spending on assistance should be *increased*.

The % shown outside each group “box” indicates proportion this group represents of the total population.

DK = don’t know.

The diagram presents the *key* structure of opinions or demographics behind the segment of the population who would favor an increase in aid spending.

In Group 1, the proportion of the over-all population supporting an aid increase is 20 per cent, but at Group 9, the proportion has risen to 47 per cent (Group 9 itself represents 11 per cent of the total population). This level is achieved by a group, taken jointly, who:

are willing to accept refugees from other countries (Q. 2c);

believe that aid should go directly to underdeveloped countries (Q. 2c);

are fairly well educated (beyond high school), and

show a higher degree of concern for the poverty of underdeveloped nations (Q. 2a).

If we accept that higher education is a “barrier” — that is, a factor we certainly can’t promote in order to encourage favorable attitudes toward increasing aid spending — the implication in these results is that *communication of the poverty of underdeveloped nations* is a key factor among those examined in this analysis.

The question concerning *acceptance of refugees* is suggested as a highly “representative” measurement — that is, it is a “trigger”. Among those who are not expressly in favor of accepting refugees, support for increasing the assistance budget is quite low (9 per cent). This attitude toward refugees can be considered then to be a *barrier*.

Summary

The AID analysis is a first step in using the data available to link directly with communications programs and activities — a practical application. It provides a useful insight at this stage, and holds promise for future goal-oriented analysis.

VII. Understanding and Applying the Research

A context for future use of the data

Most Canadians seem to want help to be given to the underdeveloped nations of the world. There is, however, substantial evidence that there is too little understanding of what kind of aid is required or even effective, and evidence that, indeed, the complex issues of international development are little known and little understood.

The public's awareness of aid efforts is dominated by non-governmental organizations, and the focus of their understanding of aid, not surprisingly, is on traditional aspects such as relief of hunger and disease. There is little awareness of CIDA, and it may be hypothesized that what is required is a higher level of awareness of the agency *per se* and its more "sophisticated" efforts to aid underdeveloped nations. This hypothesis is supported by the observation that, despite public approval for "relief" programs, there is a substantial segment of the population which wants the ultimate goal of aid to be increased self-reliance of the recipient country.

Appendix: Actual vs weighted interviews

The following table shows the *actual* number of interviews conducted, by sex and age, within region vs. the interview distribution after *weighting* was applied to produce a Total Canada distribution in its proper proportions by age, sex, and region.

ACTUAL VS. WEIGHTED
INTERVIEW PROFILE,
REGIONS BY AGE WITHIN SEX

Actual	Males				Females		
	Total	18-34	35-49	50+	18-34	35-49	50+
Total interviews	100%	24%	11%	10%	27%	13%	15%
British Columbia	22	5	2	3	6	3	4
Prairies	19	5	2	2	5	3	3
Ontario	17	5	2	1	4	3	3
Quebec	21	4	3	2	8	3	2
Atlantic	20	4	3	2	5	3	4
Weighted							
Total interviews	100%	22%	12%	15%	21%	12%	17%
British Columbia	11	2	1	2	2	2	2
Prairies	16	3	2	3	3	2	3
Ontario	36	8	5	5	8	4	6
Quebec	28	6	4	4	6	4	5
Atlantic	9	2	1	1	2	1	2

Notes



Notes



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Canada